



Objectives

- ◉ Learn about innovative & effective outreach methods to increase participation in SFSP
- ◉ **Sharing & Brainstorming your outreach ideas**
- ◉ Everyone take one outreach idea home & commit to implement

Overview

- ◉ Montana Food Bank Network
- ◉ MFBN' s SFSP Outreach work
- ◉ Participation in SFSP in MT
- ◉ MFBN' s outreach materials
- ◉ FRAC website & resources
- ◉ Model Programs from other states
- ◉ Small Group work:
 - What you currently do for outreach
 - Barriers to participation in your community
 - What can be done to reduce barriers

Introductions

- ◉ Name, town, place of employment
- ◉ Your role with SFSP
- ◉ What do you hope to learn in this session?



Montana Food Bank Network

- ◉ Montana's only state-wide anti-hunger organization
- ◉ Mission: *End Hunger in Montana –through food acquisition and distribution, education and advocacy.*
- ◉ Nearly 200 Partner Agencies across the state
 - Food pantries
 - Senior Centers
 - Soup kitchens
 - Youth homes
- ◉ Public Policy
 - Education
 - Outreach
 - Advocacy



MFBN Food Distribution

- ◉ Pounds of food
 - 2010 – 8,643,775 lbs distributed
- ◉ Clients served
 - 2007 – 88,814 clients served, 698,670 visits
 - 2010 – 175,501 clients served, 910,888 visits



MFBN Advocacy & Policy

- ❖ Research to learn about barriers
- ❖ Outreach for Public Food Programs
- ❖ Advocate for Policy changes
(e.g. Simplified Summer Program to reduce paperwork)



Food Bank focus on Summer Food

- Emergency food cannot meet needs
 - Increase in need for emergency food when school is out
- Work with Community groups and MFBN partner agencies to promote start-ups
- Outreach flyers state-wide
- Worked with DPHHS & OPI to provide Activities Mini-grants in 2010
- Summer Associate AmeriCorps VISTA at 11 sites
- MFBN VISTA starting in July to focus on SFSP and BIC expansion

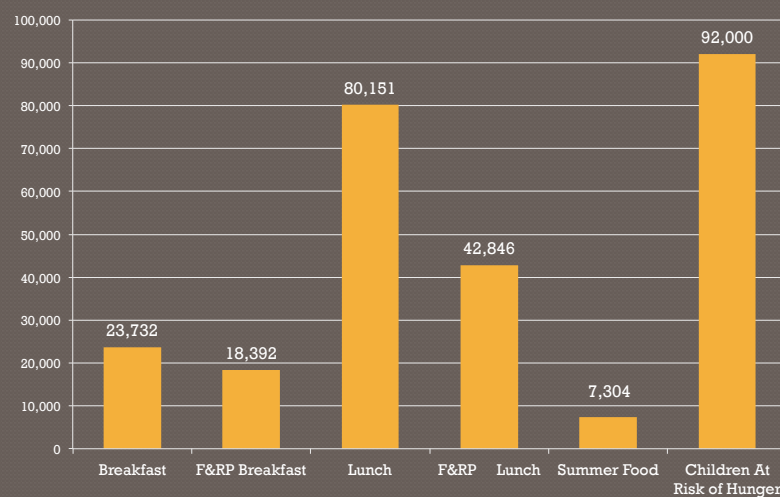


Hardest Time of Year for Families with Children

- All times of the year are difficult
- Summer is especially difficult
- Kids home from school, no NSLP or SBP, parents try to fill the food gap
- Child care costs go up in summer for working parents

"My wife and I have to skip meals so that our daughter can eat. Summers are especially hard because she is not getting the school meals."

Participation in School Meals





Executive Summary

The Summer Nutrition Programs, which provide nutritious meals and snacks to low-income children during the summer months, are in trouble and are falling far short of meeting the needs of low-income children. Only one in six of the low-income students who depended on the National School Lunch Program during the regular 2008-2009 school year had access to summer meals in 2009. The limited reach of the Summer Nutrition Programs meant that for the majority of those children, the end of the school year was the end of the healthy, filling meals they counted on, and meant as well a summer of struggling to avoid going hungry.

The recession not only has impacted families, it has severely strained state and local budgets, resulting in major cuts in summer schools and youth programs throughout the country. The erosion of programs where food can be served makes it difficult for the Summer Nutrition Programs to respond to the dramatic increase in need. Contrary to the overall trend in federal nutrition programs, in 2009 the Summer Nutrition Programs actually fed fewer children than in the previous year.

If low-income children are going to have access to the healthy food they need during the summer months, the Summer Nutrition Programs must be improved.

Key Findings for 2009

- In July 2009, the Summer Nutrition Programs (i.e., the Summer Food Service Program and the National School Lunch Program combined) only served lunch to 2.8 million children on an average day. The total number of children participating in Summer Nutrition fell by 73,000, or 2.5 percent, from July 2008 to July 2009.

- One key way to measure the effectiveness of the Summer Nutrition Programs is to compare the number of low-income children eating during the summer to those eating during the normal school year. In July 2009, only 16.1 children received Summer Nutrition for every 100 low-income students who received lunch in the 2008-2009 school year. Only one in six children who needed summer food, according to this measure, was getting it. The 2009 ratio was a significant decrease when compared to a ratio of 17.3:100 children in July 2008 and 21.1:100 in 2007.

The story behind the overall numbers shows the impact of the recession on this program. In many states, budget cuts caused school districts to eliminate or reduce their summer programs, resulting in 102,000 fewer students being served by the National School Lunch Program in July 2009 than in the previous year. The losses in this program overwhelmed the gain of 26,000 children achieved by the Summer Food Service Program.

- California's budget crisis had an outsized effect on the national trend both because of California's sheer size, and the fact that it historically has had relatively strong Summer Nutrition Programs, especially in schools. California's total program loss of 70,000 children was larger than the total national decrease in Summer Nutrition participation. Other states also suffered far losses, however. Participation in Louisiana, South Carolina, Kentucky, Hawaii, and Utah fell by more than 15 percent.
- Despite state budget challenges nationwide, the top

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TABLE 1: Summer Nutrition Participation in July 2008 and July 2009 by State (Lunches in Summer Food Service Program - SFSP - and National School Lunch Program - NSLP - ** Combined)

| State | Children in SFSP and NSLP in July 2008 | Children in SFSP and NSLP in July 2009 | Percent Change in Summer 2009 to 2008 |
|----------------------|--|--|---------------------------------------|
| Alabama | 25,187 | 37,310 | 48.3% |
| Alaska | 2,887 | 31,666 | 1,086.6% |
| Arizona | 42,817 | 394,285 | 820.6% |
| Arkansas | 21,618 | 214,219 | 898.1% |
| California | 598,175 | 2,144,932 | 258.2% |
| Colorado | 15,096 | 184,112 | 1,120.4% |
| Connecticut | 13,424 | 130,985 | 871.4% |
| Delaware | 11,953 | 49,478 | 313.4% |
| District of Columbia | 26,198 | 26,518 | 1.2% |
| Florida | 113,073 | 966,080 | 756.8% |
| Georgia | 136,473 | 722,667 | 426.6% |
| Hawaii | 10,623 | 44,346 | 313.4% |
| Idaho | 20,874 | 85,312 | 308.1% |
| Illinois | 199,822 | 661,652 | 231.2% |
| Indiana | 45,829 | 338,180 | 635.1% |
| Iowa | 11,512 | 136,472 | 1,089.6% |
| Kansas | 15,411 | 152,547 | 892.4% |
| Kentucky | 45,038 | 283,511 | 529.4% |
| Louisiana | 36,499 | 393,792 | 963.8% |
| Maine | 7,820 | 10,537 | 35.3% |
| Maryland | 40,097 | 212,257 | 432.0% |
| Massachusetts | 47,715 | 238,129 | 398.1% |
| Michigan | 42,425 | 436,188 | 925.3% |
| Minnesota | 38,349 | 215,117 | 459.2% |
| Mississippi | 12,440 | 279,534 | 2,247.1% |
| Missouri | 51,743 | 389,384 | 651.1% |
| Montana | 8,862 | 55,113 | 521.3% |
| Nebraska | 36,202 | 116,612 | 222.7% |
| Nevada | 4,320 | 25,531 | 494.9% |
| New Jersey | 89,043 | 313,939 | 251.5% |
| New Mexico | 10,473 | 145,881 | 1,393.1% |
| New York | 326,544 | 1,079,276 | 327.4% |
| North Carolina | 81,247 | 546,086 | 568.6% |
| North Dakota | 2,409 | 25,796 | 950.1% |
| Ohio | 11,720 | 251,177 | 2,143.1% |
| Oregon | 36,349 | 177,323 | 386.8% |
| Pennsylvania | 121,537 | 492,438 | 306.1% |
| Rhode Island | 7,520 | 47,814 | 530.6% |
| South Carolina | 85,346 | 297,809 | 349.0% |
| South Dakota | 8,602 | 41,406 | 377.8% |
| Tennessee | 70,981 | 375,879 | 428.1% |
| Texas | 191,174 | 2,051,191 | 968.3% |
| Utah | 12,349 | 127,001 | 930.6% |
| Vermont | 4,684 | 21,484 | 356.3% |
| Virginia | 63,328 | 342,342 | 440.3% |
| Washington | 37,740 | 279,557 | 640.1% |
| West Virginia | 10,081 | 188,899 | 1,873.1% |
| Wisconsin | 32,128 | 227,138 | 607.3% |
| Wyoming | 5,588 | 55,885 | 892.6% |
| United States | 2,826,423 | 14,716,993 | 418.2% |

** School Year NSLP numbers reflect free and reduced-price lunch attendance and include participation in the Summer Nutrition Programs.

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SFSP Participation in Survey

Main reasons why SFSP participation was lower:

- 53% did not know about the program

Other reasons:

- Preferred to feed their kids at home
- Transportation to program site was a problem for them
- There was no program in their town



Friends, Fun, and Food!

Summer meals are available to all kids age 18 and younger at no cost.
To eat, no sign-up required—just show up.



FREE Summer Meals for Kids in Fergus County

1. Boys and Girls Club of Lewistown 6/14 - 8/15
Breakfast: 9-9:30am M-F Lunch: 12-12:30pm M-F
2. King Colony School 5/27-8/20
Breakfast: 7-8am M-F Lunch: 11am-12pm M-F
3. Spring Creek Colony School 5/27-8/20
Breakfast: 7-8am M-F Lunch: 10:45-11:45am M-F
4. Ayers School 5/27 - 8/20
Breakfast: 7-8am M-F Lunch: 11:30am-12:30pm M-F

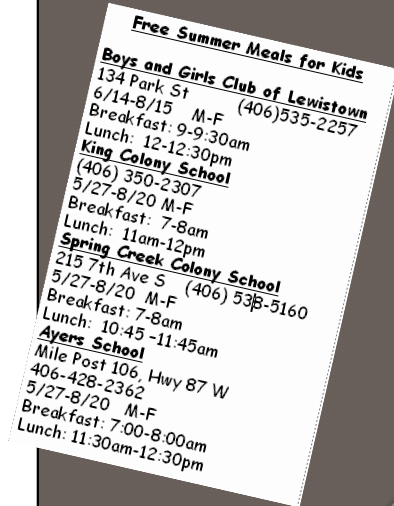
Grab a flyer below for addresses and hours of operation.

Food That's In...When School's Out!

The USDA is an equal opportunity provider and employer.

ENVELOPE
GOES HERE

Outreach



Outreach



- Food Banks/ Pantries
- Mobile Food Pantry
- Backpacks
- Community Partners

“Get Help” Brochure



The Supplemental Nutrition Assistance Program (SNAP) offers food benefits through the Montana Access debit card.

SNAP benefits put grocery money in your pocket and help support local businesses.

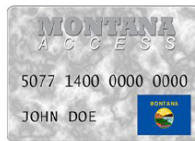
For most Montanans, assets like a house, car or money in the bank will NOT be counted in your application.

To view income limits and find your local Office of Public Assistance, visit:

www.mfbn.org/gethelp

Apply online or use a pre-screening tool from Montana Connections:

www.app.mt.gov/mtc



WIC is a nutrition education program providing nutrition services and food vouchers.

WIC services are available to:

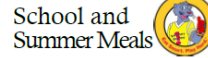
- Women who are pregnant or have just given birth
- Women who are breastfeeding
- Infants and children up to five years old

Mothers, fathers, grandparents, foster parents and other guardians may apply for children.

WIC also provides vouchers to buy fruits and vegetables.

To view income limits and find your local WIC clinic, visit:

www.mfbn.org/gethelp



Free and reduced-price lunches are available for children at public schools. School breakfast is also available at many schools in Montana.

Children receiving SNAP automatically qualify for free school meals. Simply show your SNAP benefit award letter to the school to sign up.

Summer food and after-school programs provide free snacks and meals during out-of-school time. These programs are open to all children and youth regardless of income. Check with your local school to find programs near you.

To download an application for free and reduced-price school meals or to find a summer food site near you, visit:

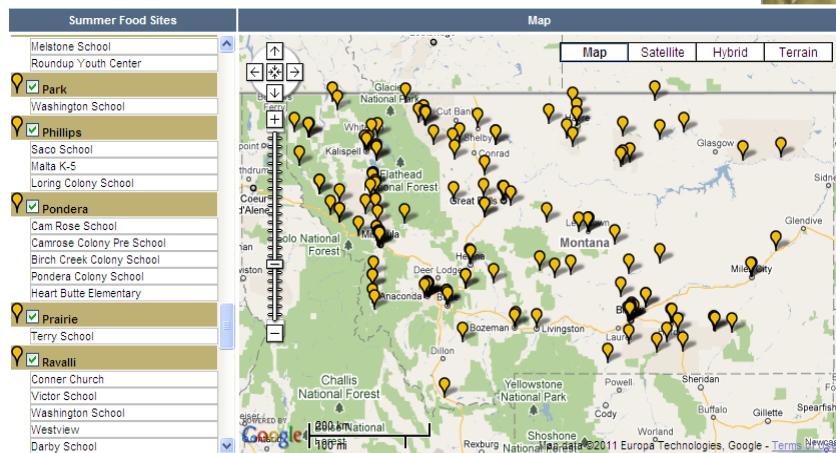
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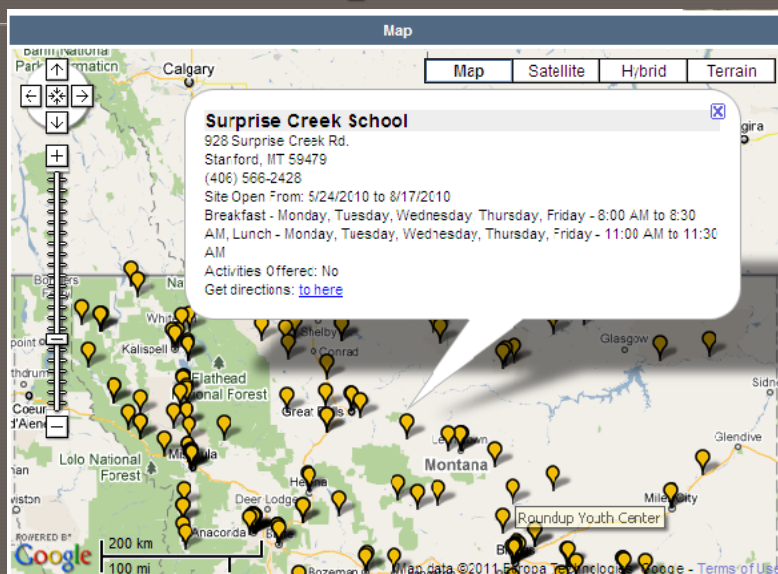
SFSP Site Map

2010 Summer Food Sites Map by County

Get Help



SFSP Site Map



The Summer Food Service Program



"Food that's IN when school is OUT"

Sponsor Outreach

The Summer Food Service Program—Helping all kids get the nutrition they need to learn, play, and grow year round.

The Summer Food Service Program (SFSP) was created in 1975 as a way to serve nutritious meals to children when school is not in session. SFSP is a Federally funded program administered through the U.S. Department of Agriculture. The Montana Office of Public Instruction (OPI) administers the program at the state level.

What kinds of organizations may sponsor the SFSP?

- Public or private non-profit schools
- Public or private nonprofit residential summer camps
- Units of local, municipal or county government
- Community and nonprofit organizations

Where are meals served?

- Schools
- Summer residential and day camps
- Parks and Recreation centers
- Community Pools
- Parks
- Community Centers
- Boys and Girls Clubs
- Churches
- Salvation Army Centers
- Mobile Home Parks
- And many more....

Who is eligible to receive a meal at a SFSP site?

- ALL children age 18 and under (no ID or income verification needed).
- People age 18-21 with disabilities may receive free meals at a site offering accredited educational programming. Please call OPI for clarification.

"This summer I've had to choose between a gallon of gas or a gallon of milk"
 - Grandmother raising three grandchildren on her own
 Food Pantry Client

How are sponsors reimbursed?


Sponsors are reimbursed by OPI with Federal dollars at the designated reimbursement rate for the number of eligible meals served. All reimbursed meals must meet Federal nutrition guidelines.

Effective January 2008
 reduced paperwork requirements make it easier for sponsors to operate the SFSP

Everyone Wins with Summer Food!

- Low-income children have access to nutritious meals in a safe environment.
- Parents stretch food dollars and have a safe place for their children to play.
- Food service workers have summer employment.
- Local agencies receive Federal money to run the program.





Model Summer Programs

Want to see summer programs in action? Click on the links below to see how these organizations created their summer programs. Or, [download all the model programs in one pdf document.](#)

[Creative Community Partnerships Expand Summer Feeding](#)
Yuma Union High School, AZ

[Bookmobile and Nutrition Classes Attract Children to Summer Food](#)
Pulaski County Schools, KY

[Local Hospital Makes Great Summer Food Sponsor](#)
Mercy Hospital Summer Food Service Program, KS

[Parks and Rec. Dept. Finds Creative Uses for Commodity Food](#)
City of Caruthersville Parks and Recreation Department, MO

[Fresno Commission Reaches Thousands of Children with SPSP](#)
Fresno County Economic Opportunity Commission, CA

[School District Purchases Local Produce for Summer Food Program](#)
Litchfield Elementary School District, AZ

Model Outreach Plan

◉ Flyers

Schools, Community Events, Door-to-Door, Program Partners, Grocery & Convenience Stores

◉ Post Card Mailing

Mail to homes, target households with Children, multiple mailings

◉ Media Partners

Radio & TV: 30 sec PSAs; Print media ads

◉ Kick Off Event

Last day of school, BBQ party, Live radio remote, games, face painting, inflatables, raffles. Also "Mid"-Summer Event

◉ Parent Involvement / Partners & Volunteers

Methods for Increasing Participation at Existing Sites

- ◉ Activities
- ◉ Guest speakers (firefighter, farmer, local celebrity)
- ◉ Package meals in colorful sacks
- ◉ Make sure parents know about it
 - Outreach plan
- ◉ Offer better quality food
 - Partner with a garden & serve food at site
- ◉ Host theme weeks highlighting different types of food
- ◉ Taste tests to introduce new foods
- ◉ Mobile Meals - Picnics in the Park
- ◉ Providing Meals for Adults

SMALL GROUP work

1. What are you currently doing for outreach at your sites and in your community?
2. What are the barriers to participation in Montana and in your community?
3. What can be done in Montana and in your community to reduce barriers and increase participation?
 - Who and what organizations should be involved to make this happen?

1. What are you currently doing for outreach at your sites and in your community?

How effective are these efforts?

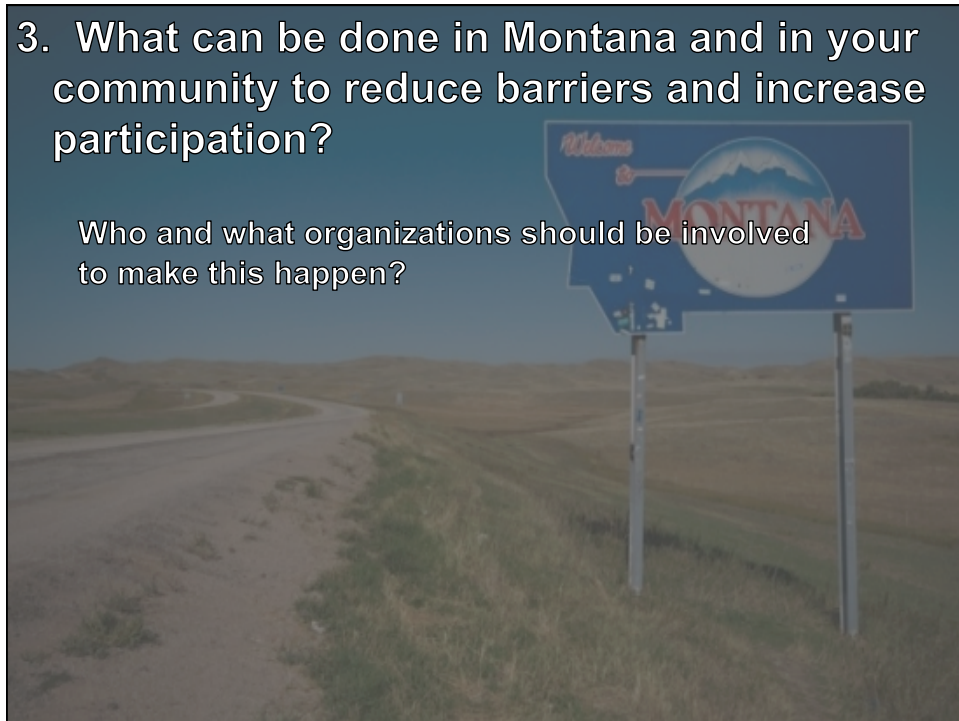


2. What are the barriers to participation in Montana and in your community?



3. What can be done in Montana and in your community to reduce barriers and increase participation?

Who and what organizations should be involved to make this happen?



One TAKE-HOME Idea?



Suggestions

How to get new sponsors involved?



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